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AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application.

Listing of Claims:

1. (Previously Presented) A method of configuring a digital broadcast receiver to receive individually addressed messages through a digital broadcast network,

wherein said messages are selected from the group of:

messages derived from a different network, and

messages emanating from a different network,

the method comprising:

sending to said digital broadcast receiver through said digital broadcast network message detection data that allows said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address corresponding to said digital broadcast receiver, and

storing said message detection data for use in said digital broadcast receiver to detect messages addressed thereto,

wherein said message detection data is selected from a group comprising:

message detection data which is encrypted using a substantially unique key associated with said digital broadcast receiver, and

message detection data including identity data corresponding to an individual identification code stored in said digital broadcast receiver.

2. (Previously Presented) A method according to claim 1, wherein said messages

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comprise MMS messages.

3. (Previously Presented) A method according to claim 1, wherein said digital broadcast receiver comprises a set top box.
4. (Previously Presented) A method according to claim 1, wherein said digital broadcast receiver has said substantially unique key stored therein, and said method includes decrypting said message detection data with said key at said digital broadcast receiver and selectively storing said decrypted data in said digital broadcast receiver.
5. (Previously Presented) A method according to claim 1, wherein said digital broadcast receiver has said individual identification code stored therein, and said method includes identifying said identity data and selectively storing in said digital broadcast receiver said detection data corresponding to said stored identity data.
6. (Previously Presented) A method according to claim 1, wherein said at least one individual address corresponds to an individual identification code of said digital broadcast receiver.
7. (Previously Presented) A method according to claim 1, wherein said message detection data includes a decryption key corresponding to said address, said decryption key being for decoding encrypted messages sent to said address at said digital broadcast receiver.
8. (Previously Presented) A method according to claim 1, wherein said address comprises a group address for a message multicast through said digital broadcast network.
9. (Previously Presented) A method according to claim 1, wherein said message detection data includes a plurality of addresses associated with an individual identification code of said digital broadcast receiver and decryption keys associated with individual ones of said addresses.
10. (Previously Presented) A digital broadcast receiver configurable for receiving individually addressed messages through a digital broadcast network,

wherein said messages are selected from the group of:

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messages derived from a different network, and

messages emanating from a different network,

the digital broadcast receiver comprising:

a receiver for receiving through said digital broadcast network message detection data that allows said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address corresponding to said digital broadcast receiver, and

a memory for storing said message detection data for use in said digital broadcast receiver to detect messages addressed thereto,

wherein said message detection data is selected from a group comprising:

message detection data which is encrypted using a substantially unique key associated with said digital broadcast receiver, and

message detection data including identity data corresponding to an individual identification code stored in said digital broadcast receiver.

11. (Cancelled).

12. (Previously Presented) A method of operating a digital broadcast network to configure a digital broadcast receiver to receive individually addressed messages through said digital broadcast network,

wherein said messages are selected from a group comprising:

messages derived from a network different from said digital broadcast network, and

messages emanating from a network different from said digital broadcast network,

the method comprising:

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receiving specific data corresponding to a substantially unique key associated with and individually characterizing said digital broadcast receiver,

encrypting at least part of said message detection data with said substantially unique key thereby to allow said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address corresponding to said digital broadcast receiver, and

sending said encrypted message detection data to said digital broadcast receiver through said digital broadcast network for storage in said digital broadcast receiver to detect messages addressed individually thereto.

13. (Cancelled)

14. (Previously Presented) A method according to claim 12, wherein said specific data corresponds to an individual identification code for said digital broadcast receiver and the method includes including said individual identification code in said message detection data.

15. (Previously Presented) A method according to claim 12, wherein said specific data comprises information that corresponds to at least one address for MMS messages for association with said digital broadcast receiver, and the method includes providing said at least one address in said message detection data.

16. (Previously Presented) A method according to claim 15, wherein said specific data includes a decryption key corresponding to said at least one address and the method includes providing said decryption key in said message detection data.

17. (Previously Presented) A method according to claim 12, wherein said specific data includes a plurality of addresses associated with said identity and decryption keys associated with said plurality of addresses individually, and the method includes providing said plurality of addresses and said keys in the message detection data.

18. (Cancelled).

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19. (Cancelled).

20. (Cancelled).

21. (Cancelled).

22. (Cancelled).

23. (Previously Presented) A method of operating a digital broadcast network to configure a digital broadcast receiver to receive individually addressed messages through said digital broadcast network,

wherein said messages are selected from a group comprising:

messages derived from a network different from said digital broadcast network, and

messages emanating from a network different from said digital broadcast network,

the method comprising:

receiving specific data corresponding to an individual identification code and individually characterizing said digital broadcast receiver,

including the individual identification code in the message detection data so as to allow said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address corresponding to said digital broadcast receiver, and

sending said message detection data to said digital broadcast receiver through said digital broadcast network for storage in said digital broadcast receiver to detect messages addressed individually thereto.

24. (Previously Presented) A method according to claim 23, wherein said specific data corresponds to a substantially unique key associated with said digital broadcast receiver, and the method includes encrypting said message detection data with said substantially unique

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key.

25. (Previously Presented) A method according to claim 23, wherein said specific data comprises information that corresponds to at least one address for MMS messages for association with said digital broadcast receiver, and the method includes providing said at least one address in said message detection data.

26. (Previously Presented) A method according to claim 25, wherein said specific data includes a decryption key corresponding to said at least one address and the method includes providing said decryption key in said message detection data.

27. (Previously Presented) A method according to claim 23, wherein said specific data includes a plurality of addresses associated with said identity and decryption keys associated with individual ones of said plurality of addresses, and the method includes providing said plurality of addresses and said keys in said message detection data.

28. (Previously Presented) A digital broadcast network operable to configure a digital broadcast receiver to receive individually addressed messages through said digital broadcast network,

wherein said messages are selected from a group comprising:

messages derived from a network different from said digital broadcast network, and

messages emanating from a network different from said digital broadcast network,

the digital broadcast network comprising:

a receiver for receiving specific data corresponding to a substantially unique key associated with and individually characterizing said digital broadcast receiver,

an encrypter for encrypting at least part of said message detection data with said substantially unique key thereby to allow said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address

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corresponding to said digital broadcast receiver, and

a sender for sending said encrypted message detection data to said digital broadcast receiver through said digital broadcast network for storage in said digital broadcast receiver to detect messages addressed individually thereto.

29. (Previously Presented) A digital broadcast network according to claim 28, adapted to send MMS messages to a set top box.

30. (Previously Presented) A digital broadcast network according to claim 28, wherein said messages comprise MMS messages.

31. (Previously Presented) A digital broadcast network according to claim 28, wherein said specific data corresponds to an individual identification code for said digital broadcast receiver and the digital broadcast network is arranged to include said individual identification code in said message detection data.

32. (Previously Presented) A digital broadcast network according to claim 28, wherein said specific data comprises information that corresponds to at least one address for MMS messages for association with said digital broadcast receiver, and the digital broadcast network is arranged to provide said at least one address in said message detection data.

33. (Previously Presented) A digital broadcast network according to claim 32, wherein said specific data includes a decryption key corresponding to said at least one address and the digital broadcast network is arranged to provide said decryption key in said message detection data.

34. (Previously Presented) A digital broadcast network to configure a digital broadcast receiver to receive individually addressed messages through said digital broadcast network,

wherein said messages are selected from a group comprising:

messages derived from a network different from said digital broadcast network, and

messages emanating from a network different from said digital broadcast network,

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the digital broadcast network comprising:

a receiver for receiving specific data corresponding to an individual identification code and individually characterizing said digital broadcast receiver,

apparatus for including the individual identification code in the message detection data so as to allow said digital broadcast receiver to identify messages broadcast through said digital broadcast network with at least one individual address corresponding to said digital broadcast receiver, and

a sender for sending said message detection data to said digital broadcast receiver through said digital broadcast network for storage in said digital broadcast receiver to detect messages addressed individually thereto.

35. (Previously Presented) A digital broadcast network according to claim 34, adapted to send MMS messages to a set top box.

36. (Previously Presented) A digital broadcast network according to claim 34, wherein said specific data corresponds to a substantially unique key associated with said digital broadcast receiver, and the method includes encrypting said message detection data with said substantially unique key.

37. (Previously Presented) A digital broadcast network according to claim 34, wherein said specific data comprises information that corresponds to at least one address for MMS messages for association with said digital broadcast receiver, and the method includes providing said at least one address in said message detection data.

38. (Previously Presented) A digital broadcast network according to claim 37, wherein said specific data includes a decryption key corresponding to said at least one address and the method includes providing said decryption key in said message detection data.

39. (Previously Presented) A digital broadcast network according to claim 34, wherein said specific data includes a plurality of addresses associated with said identity and decryption keys

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associated with individual ones of said plurality of addresses, and the method includes providing said plurality of addresses and said keys in said message detection data.

40. (Previously Presented) A digital broadcast receiver as claimed in claim 10, the digital broadcast receiver being arranged to receive said messages through said digital broadcast network and to detect said messages using said message detection data.

41. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said messages comprise MMS messages.

42. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said digital broadcast receiver comprises a set top box.

43. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said digital broadcast receiver has said substantially unique key stored therein, and said digital broadcast receiver includes a decrypter for decrypting said message detection data with said key at said digital broadcast receiver and a memory for selectively storing said decrypted data in said digital broadcast receiver.

44. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said digital broadcast receiver has said individual identification code stored therein, and said digital broadcast receiver includes an identifier for identifying said identity data and a memory for selectively storing in said digital broadcast receiver said detection data corresponding to said stored identity data.

45. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said at least one individual address corresponds to an individual identification code of said digital broadcast receiver.

46. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said message detection data includes a decryption key corresponding to said address, said decryption key being for decoding encrypted messages sent to said address at said digital broadcast receiver.

47. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said

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address comprises a group address for a message multicast through said digital broadcast network.

48. (Previously Presented) A digital broadcast receiver according to claim 10, wherein said message detection data includes a plurality of addresses associated with an individual identification code of said digital broadcast receiver and decryption keys associated with individual ones of said addresses.

49. (New) A digital broadcast receiver according to claim 10, wherein said digital broadcast receiver is integrated into a display device that displays a video portion from a message received by the digital broadcast receiver.